

# Service Design & Research Forum

*<sup>1</sup>Daniela Sangiorgi, <sup>2</sup>Alison Prendiville, <sup>3</sup>Lia Patricio, <sup>4</sup>Don Allen*

*<sup>1</sup>Lancaster University, UK; <sup>2</sup>University of the Arts London, UK; <sup>3</sup>University of Porto, Portugal; <sup>4</sup>CISCO and ISSIP member*

## Abstract

Service Design Research has been developing considerably in these last few years, with more research centres approaching designing for services from different design backgrounds. As we can see from the ServDes2014 conference programme, services as a new object for Design, touch many existing fields of innovation and requires contributions related to methodological development (i.e. co-design, empathic design, etc.), sectorial development requirements (i.e. healthcare, transport, education, etc.), delivery channels design (i.e. digital services, social interaction, touchpoints, etc.) as well as related to the development of theoretical frameworks and foundations. At the same time Service Design researchers are approaching the wider academic fields of Service Research and Service Science to position Service Design within the global and multidisciplinary debate around service innovation.

This forum builds on an on-going UK Art and Humanity Research Council funded network on Service Design Research, surveying Service Research priorities, and generating Special Interest Groups discussions, as part of the International Society of Service Innovation Professionals (ISSIP). The forum aims to initiate the development of an international map of Service Design Research to compare and link it with, contemporary research priorities and themes as currently discussed in Service Research and Service Science. Workshop participants will actively contribute to this mapping exercise and to the following discussion.

## Questions

- » What are the growing centres, themes and questions for research in Service Design globally?
- » How are these emerging themes related to contemporary research priorities in Service Research and Service Science?
- » How are they different from each other?